Honeywell presents

Rollei 35

G-70
PHOTO BOX

Meet the Rollei 35

We call it the Take-A-Long. Because this rugged little camera is so compact it's ready to go where you go . . . anywhere, any time — and still give you magnificent pictures with its "big camera" features.

The Take-A-Long is ready to capture the thrill of a great day on the slopes — it rides comfortably, warm and protected in your pocket. On business trips, stow your Rollei 35 away in your briefcase (or coat pocket) and return with pictures of those important new plant operations, personnel, and the sights you see enroute. For the social occasion, the Rollei 35 moves easily in any crowd. Out of sight . . . and unobtrusive, yet always ready to record the fun at parties and other gatherings.

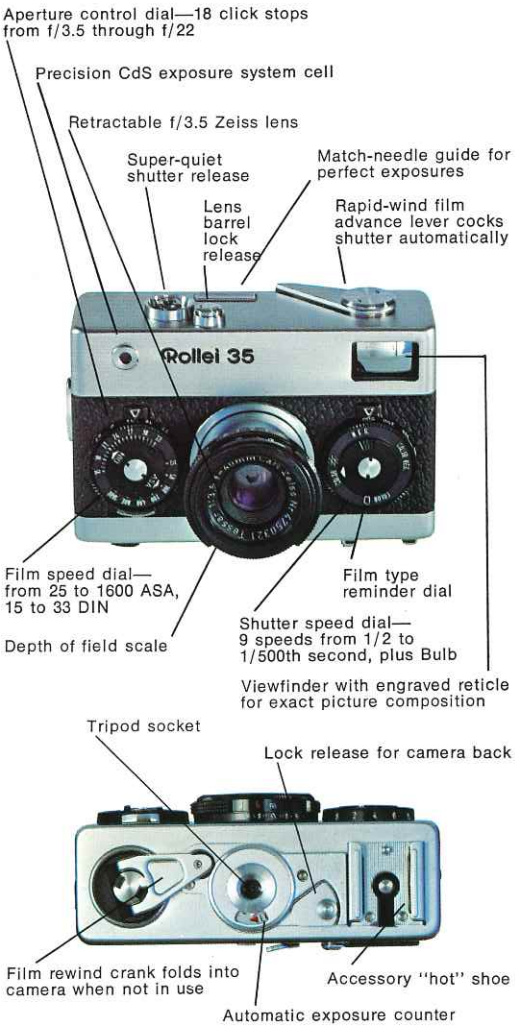
No matter where you go — the Take-A-Long is ready to go along with you — without weighing you down or slowing you down.

The Rollei 35 is the world's smallest fine full-frame 35mm camera. Weighing a mere 13 ounces and scarcely larger than a pack of cigarettes, the Take-A-Long fits neatly into pocket or purse.

Yet, with all of its portability, the Rollei 35 is built in the Rollei tradition of uncompromising quality. With precision craftsmanship that assures you of brilliant, razor-sharp color slides, sparkling color prints, or big, crisp black and white enlargements.

The great Rollei 35 gives you features usually found only in bigger cameras — in a unique, neatly designed, tidy little package:

First, to assure that your pictures are perfectly exposed, the Rollei 35 has an extremely accurate CdS exposure metering system created especially for Rollei by Gossen. The system is the easy-to-use match-needle type, fully coupled to aperture, shutter and film speed controls.


Aperture control dial—18 click stops from f/3.5 through f/22
Precision CdS exposure system cell
Retractable f/3.5 Zeiss lens
Super-quiet shutter release
Lens barrel lock release
Match-needle guide for perfect exposures
Rapid-wind film advance lever cocks shutter automatically
Rollei 35
Film speed dial—from 25 to 1600 ASA, 15 to 33 DIN
Depth of field scale
Film type reminder dial
Shutter speed dial—9 speeds from 1/2 to 1/500th second, plus Bulb
Viewfinder with engraved reticle for exact picture composition
Tripod socket
Lock release for camera back
Film rewind crank folds into camera when not in use
Accessory "hot" shoe
Automatic exposure counter

The Rollei 35 has a sharp, fully color-corrected Zeiss Tessar 40mm f/3.5 lens in a smoothly retractable mount. And this rugged little camera's precise Compur shutter gives you a choice of nine speeds ranging from 1/2 to 1/500th second, plus Bulb.

For fast, convenient operation, the shutter is automatically cocked as you operate the film advance lever. And the exposure counter automatically resets itself when you open the camera back for film loading.

The Take-A-Long Rollei 35 has still more features: built-in flash accessory hot shoe; brilliant viewfinder with engraved reticle to help you achieve exact picture composition; aperture click stops at every 1/3rd f/stop; film type indicator dial; built-in cable release socket with safety collar; convenient film rewind crank, double exposure lock, and standard tripod socket.

Imagine all of these features tucked into a tough little package that measures just 3⅞" by 2⅜" by 1¼" — and you have the Rollei 35 — the world's first true 35mm compact — from Honeywell.

The Take-A-Long — an artfully designed camera that's ready to go where you go — anywhere, any time.

Year after year.

Whether you're considering purchasing your first fine camera — or looking for a unique addition to your present photographic system — check out the Rollei 35 for yourself.

The regular chrome version is available for about $230, depending on accessories, and comes with a wrist loop and lens cap. The rich black version of the Rollei 35 is available for about $250, depending on accessories.

Talk to your Honeywell photo dealer about the Rollei 35 — and "take-it-along."

Take-A-Long accessories— to make your Rollei 35 more versatile than ever!

Snap this handy case onto your belt and give your Rollei 35 more portability and protection.

Soft leather zippered case	$10.95
Hard leather belt case	$10.95
Eveready case	$19.50
Neck strap	$ 2.75
Lens hood	$ 2.00
Filter, medium yellow	$ 6.95
Filter, R1.5 color correction	$ 8.95
Filter, H-1 haze (color film)	$ 8.95
Filter, orange	$ 6.95
Flash cube holder	$ 7.95

Prices and specifications subject to change without notice.

Honeywell takes the guesswork out of fine photography.

Honeywell

Sold only through authorized Honeywell dealerships.

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